

OK Please cancel claims 2 to 4.

5. **(Four Times Amended)** A method of controlling a remote intermediate transmitter station to communicate at least one instruct signal to at least one receiver station, said remote intermediate transmitter station including one of a broadcast and a cablecast transmitter for transmitting said at least one instruct signal which is effective at said at least one receiver station to instruct a processor, a plurality of selective transfer devices each operatively connected to said one of a broadcast and a cablecast transmitter, said plurality of selective transfer devices each being adapted for communicating said at least one instruct signal, a receiver for receiving said at least one instruct signal from at least one origination transmitter station, a control signal detector, and a controller capable of controlling at least one of said plurality of selective transfer devices, said remote intermediate transmitter station being adapted to detect the presence of at least one control signal, to control communication of a first instruct signal in response to said at least one control signal, and to deliver at said one of a broadcast and a cablecast transmitter said first instruct signal, said method comprising the steps of:

originating said first instruct signal at said at least one origination transmitter station;

originating said at least one control signal at said at least one origination transmitter station; and

transmitting said first instruct signal and said at least one control signal from said at least one origination transmitter station to said remote intermediate transmitter station before a specific time at which said remote intermediate transmitter station is to transmit said first instruct signal,

whereby, said at least one control signal is detectable by said control signal detector and effective at said controller to control said at least one selective transfer

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concl.

device to communicate said first instruct signal to said one of a broadcast and a cablecast transmitter to thereby control communication of said first instruct signal from said one of a broadcast or a cablecast transmitter to said at least one receiver station at said specific time.

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6. **(Twice Amended)** The method of claim 5, wherein said at least one control signal includes an identifier which operates at said remote intermediate transmitter station to identify a signal including said first instruct signal, said method further comprising the step of:

transmitting a second instruct signal which operates at said remote intermediate transmitter station to communicate said first instruct signal to said one of a broadcast and a cablecast transmitter.

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7. **(Four Times Amended)** The method of claim 5, wherein said specific time is a scheduled time of transmitting a signal including said first instruct signal and wherein said at least one control signal is effective at said remote intermediate transmitter station to control at least one of said plurality of selective transfer devices at different times.

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8. **(Twice Amended)** The method of claim 5, further comprising the step of embedding said at least one control signal in a signal including said first instruct signal.

Please cancel claims 9 & 10.

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11. **(Four Times Amended)** A method of controlling a remote television transmitter station to communicate television program material to at least one receiver

station, said remote television transmitter station including one of a broadcast and a cablecast transmitter for transmitting television programming, a plurality of selective transfer devices each operatively connected to said one of a broadcast and a cablecast transmitter for communicating said television programming, a television receiver for receiving said television programming from at least one origination transmitter station, a control signal detector, and a controller capable of controlling said at least one of said selective transfer devices, said remote television transmitter station being adapted to detect the presence of at least one control signal, to control the communication of said television programming in response to said at least one control signal, and to deliver at said one of a broadcast and a cablecast transmitter said television programming, said method comprising the steps of:

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concl. originating said television programming at said at least one origination transmitter station, said television programming including audio and a plurality of images to be outputted at said at least one receiver station in a predetermined sequence;

 originating said at least one control signal at said at least one origination transmitter station; and

 transmitting said television programming and said at least one control signal from said at least one origination transmitter station to said remote television transmitter station before a specific time at which said remote television transmitter station is to transmit said television programming

 whereby, said at least one control signal is detectable by said control signal detector and effective at said controller to control said at least one selective transfer device to communicate said television programming to said one of a broadcast and a cablecast transmitter to thereby control communication of said television programming from said one of a broadcast or a cablecast transmitter to said at least one receiver station at said specific time.

Please cancel claims 12 to 54.

55. (Twice Amended) A method of controlling a remote intermediate mass medium program transmitter station to communicate mass medium programming to a remote receiver station, said method comprising the steps of:

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originating at an origination station a unit of mass medium programming;
transmitting said unit of mass medium programming and a first signal from said origination station to an intermediate mass medium program transmitter station;
receiving at said intermediate mass medium program transmitter station said unit of mass medium programming and said first signal;
retransmitting, based on said first signal, said unit of mass medium programming from said intermediate mass medium program transmitter station to a receiver station;
and
receiving and outputting said unit of mass medium programming at said receiver station.

Please cancel claim 56.

57. (Unchanged) The method of claim 55 wherein said step of transmitting includes the step of transmitting said unit of mass medium programming and a second signal from said origination station to said intermediate mass medium program transmitter station, said second signal including an identification signal identifying said unit of mass medium programming transmitted therewith.

58. (Unchanged) The method of claim 55, wherein said unit of mass medium programming comprises television programming, said television programming including an audio portion and a portion of video.

Please cancel ~~claims 59-71~~.

72. (Unchanged) The method of claim 71, wherein said plurality of units of programming comprise television programming, said television programming including an audio portion and a portion of video to be displayed simultaneously with said audio portion.

Please cancel ~~claims 73 to 96~~.

97. (Twice Amended) A method of controlling an intermediate transmitter station to communicate television programming to a receiver station, said method comprising said steps of:

originating said television programming at an origination station ;

transmitting said television programming and a signal from said origination station to said intermediate transmitter station;

receiving said television programming and said signal at said intermediate transmitter station;

detecting said signal at said intermediate transmitter station;

establishing, under computer control, a transmission time and a transmission channel for transmitting said television programming from said intermediate transmitter station based on said signal;

transmitting said television programming from said intermediate transmitter station to said receiver station at said established transmission time and over said established transmission channel;

receiving at said receiver station said transmitted television programming.

98. (Unchanged) A method of controlling an intermediate transmitter station to communicate television programming to a receiver station, said method comprising said steps of:

- receiving said television programming at an origination station ;
- transmitting said television programming and a plurality of signals from said origination station to said intermediate transmitter station;
- receiving at said intermediate transmitter station said television programming and said plurality of signals;
- transmitting said television programming from said intermediate transmitter station to said receiver station based upon at least one of said plurality of signals received at said intermediate transmitter station;
- receiving at said receiver station said transmitted television programming and said at least one of said plurality of signals;
- outputting at an output device at said receiver station said received television programming;
- generating, under computer control, a user specific output at said receiver station;
- and
- outputting said generated user specific output based upon said received at least one of said plurality of signals, thereby to provide said television programming and said generated user specific output.

99. (Unchanged) The method of claim 98, wherein said step of outputting said generated user specific output includes outputting said generated user specific output in response to said received at least one of said plurality of signals, thereby to output a presentation including said television programming and said generated user specific output.

100. **(Twice Amended)** A method of controlling an intermediate transmitter station to communicate television programming to a receiver station, said method comprising said steps of:

receiving said television programming at at least one origination station ;
transmitting said television programming and a plurality of signals from said at least one origination station to said intermediate transmitter station;
receiving at said intermediate transmitter station said television programming and said plurality of signals;
transmitting said television programming and at least one of said plurality of signals from said intermediate transmitter station to said receiver station based upon said at least one of said plurality of signals received at said intermediate transmitter station;
receiving at said receiver station said transmitted television programming and said at least one of said plurality of signals;
outputting at said receiver station information included in said received television programming;
receiving and storing data at said receiver station; and
generating and outputting, under computer control and based upon said stored data, a user specific output at said receiver station in response to said at least one of said plurality of signals, thereby to output a coordinated presentation comprising said television programming and said generated user specific output.

Please cancel claim 101.

102. **(Unchanged)** The method of claim 101, wherein said data is transmitted from said at least one origination station, said intermediate transmitter station receives and retransmits said data, and said receiver station detects said data in a signal received from said intermediate transmitter station.

103. (Unchanged) The method of claim 100, further comprising said step of logging transmission of said television programming and said at least one of said plurality of signals from said intermediate transmitter station to said receiver station.

104. (Unchanged) A method of controlling an intermediate transmitter station to communicate television programming to a receiver station, said method comprising said steps of:

- receiving said television programming at an origination station ;
- transmitting said television programming, a first signal and a second signal from said origination station to said intermediate transmitter station;
- storing a programming schedule at said intermediate transmitter station;
- receiving at said intermediate transmitter station said television programming, said first signal and said second signal;
- detecting said first signal and said second signal;
- comparing said first signal to said programming schedule;
- transmitting said television programming and said second signal from said intermediate transmitter station to said receiver station according to said programming schedule based on said step of comparing;
- receiving at said receiver station said transmitted television programming and said second signal;
- outputting on an output device at said receiver station said received television programming;
- receiving and storing data at said receiver station; and
- generating and outputting, under computer control and based upon said stored data, a computer generated output at said receiver station based upon said second signal,

thereby to output a coordinated delivery comprising said television programming and said computer generated output.

105. (Unchanged) The method of claim 104, wherein said step of comparing comprises comparing said first signal to said programming schedule; said first signal comprising a first identification signal identifying said television programming; said programming schedule comprising a second identification signal, a transmission time and a transmission channel for transmitting said television programming.

106. (Unchanged) The method of claim 105, wherein said programming schedule further comprises a designated time and a designated channel for said intermediate transmitter station to receive said television programming from said origination station.

107. (Unchanged) The method of claim 105, wherein said step of transmitting said television programming from said intermediate transmitter station comprises transmitting said television programming and said second signal from said intermediate transmitter station to said receiver station at said transmission time and on said transmission channel, according to said programming schedule based on said step of comparing.

108. (Unchanged) The method of claim 104, wherein said computer generated output is user specific.

109. (Unchanged) A method of controlling an intermediate transmitter station to communicate television programming to a receiver station, said method comprising said steps of:

receiving said television programming at an origination station;
transmitting said television programming, a first signal and a second signal from
said origination station to said intermediate transmitter station;
storing a programming schedule at said intermediate transmitter station;
receiving at said intermediate transmitter station said television programming,
said first signal and said second signal ;
detecting said first signal at said intermediate transmitter station;
comparing said first signal to said programming schedule;
transmitting said television programming and said second signal from said
intermediate transmitter station to said receiver station according to said programming
schedule based on said step of comparing;
receiving at said receiver station said television programming and said second
signal;
detecting said second signal at said receiver station;
outputting on an output device at said receiver station said television
programming; and
performing, under computer control at said receiver station, a function in response
to said second signal.

110. (Unchanged) The method of claim 109, wherein one of said first signal
and said second signal is embedded in said television programming.

111. (Unchanged) The method of claim 109, wherein said function includes
governing said receiver station environment.

112. (Unchanged) The method of claim 109, wherein said function includes
coordinating delivery of information to supplement said television programming.

113. (Unchanged) The method of claim 109, wherein said function includes storing data to evidence one of an availability, use, and usage of said television programming.

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114. **(Twice Amended)** The method of claim 109, wherein said intermediate transmitter station transmits said first signal and said receiver station stores information included in said first signal to evidence one of an availability of said second signal and a performance of said function.

115. (Unchanged) The method of claim 109, wherein said television programming includes an incomplete video image and said function includes delivering information to complete said incomplete video image at a television display device.

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116. **(Twice Amended)** The method of claim 109, wherein said function includes processing a user response to information included in said television programming.

117. (Unchanged) The method of claim 109, wherein said function includes controlling a tuner to tune a receiver to receive additional television programming to one of precede and follow said television programming received at said receiver station with said second signal.

118. (Unchanged) The method of claim 109, wherein said function includes communicating data to a remote data collection station.